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SOUTH

HOUSING
AFFORDABILITY
STRATEGY

Working Draft
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TABLE OF CONTENTS

1

ACKNOWLEDGEMENTS

ii

2

PURPOSE

1

3

HOUSING AFFORDABILITY

5

4

PLANNING + LAND USE + DESIGN

15

5

MOBILITY + SAFETY

35

IMPLEMENTATION

41

APPENDIX

47

- A.1 COMMUNITY ENGAGEMENT PROCESS
- A.2 BACKGROUND ON HOUSING AFFORDABILITY
- A.3 EXISTING CONDITIONS
- A.4 HISTORIC RESOURCES

ACKNOWLEDGEMENTS

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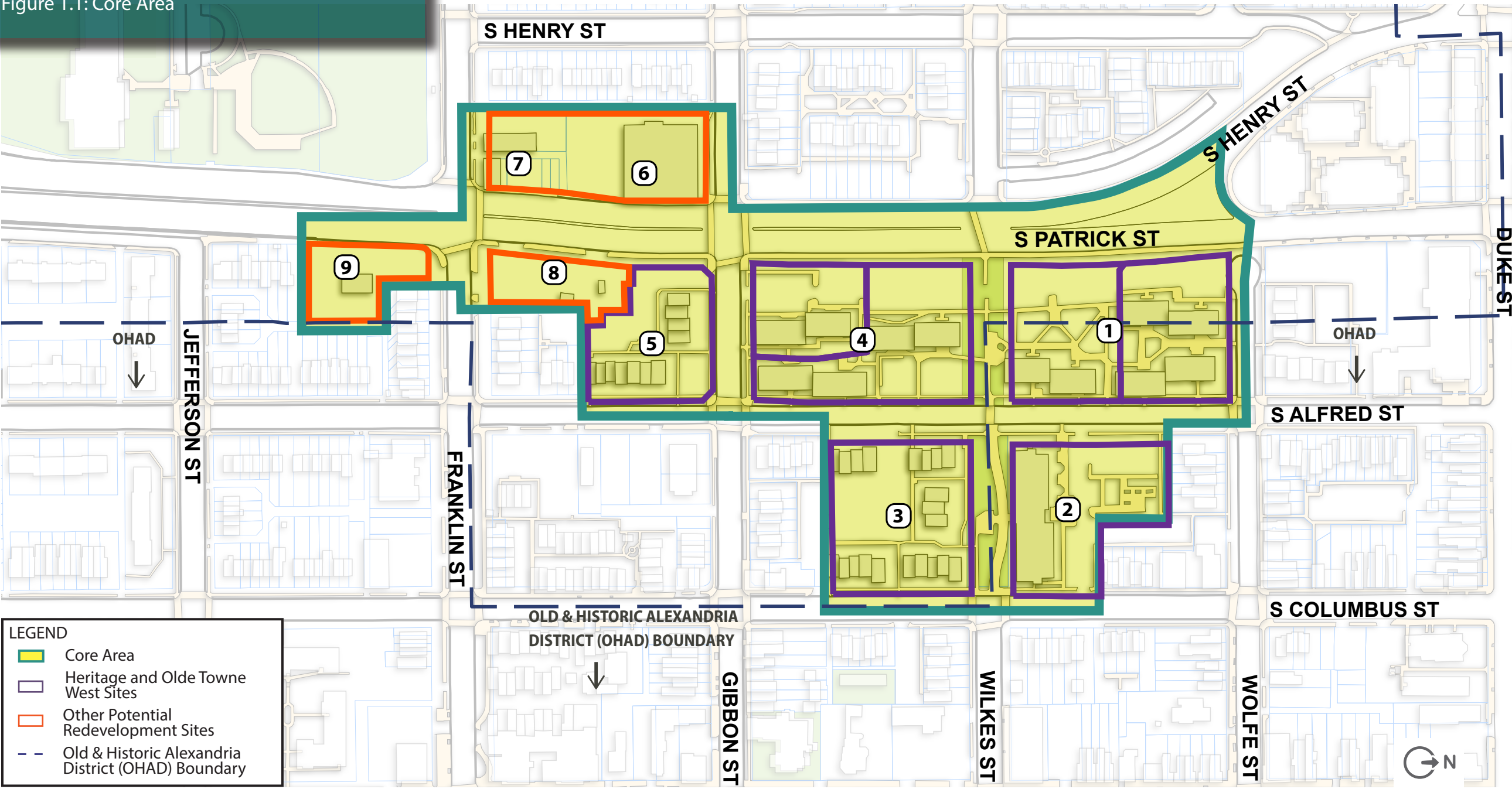


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The Route 1 South Housing Affordability Strategy (Strategy) establishes a framework to guide the preservation of housing diversity and to enhance quality of life along Route 1 South within the Southwest Quadrant Small Area. It represents a singular opportunity for the City to work proactively with the community and property owners to address a near-term challenge carrying tremendous human and economic costs—the potential loss of affordability of 215 homes at The Heritage at Old Town and Olde Towne West III. Inclusive and proactive planning and implementation is essential to providing a strategy that is financially sustainable, responsive to the needs of residents, and respectful of the neighborhood.

This Strategy is about people—about the current and future residents of The Heritage at Old Town and Olde Towne West III, their neighbors, and the community they all call home. Through strategic redevelopment and measured incentives, it will help enable long-time Alexandrians to remain in their neighborhood, ensure displaced residents are cared for during temporary relocation, and efficiently safeguard housing affordability through the retention of valuable federal rental subsidy contracts. Importantly, this Strategy balances the need for redevelopment with thoughtful and responsible design and height recommendations to ensure future redevelopment is not only compatible with the existing neighborhood, but also enhances it. It identifies opportunities to improve neighborhood connectivity and safety, to create inviting gathering places, and to re-envision Route 1 South as a welcoming gateway to the city.

Figure 1.1: Core Area



STRATEGY OBJECTIVES

- Preserve the long-term affordability of 215 committed affordable units at The Heritage at Old Town and Olde Towne West III by building partnerships, leveraging public and private resources, and enabling responsible and strategic increases in density and height as outlined within this Strategy;
 - Ensure the properties are redeveloped into successful and financially sustainable communities serving a broad spectrum of incomes;
 - Retain the existing federal rental subsidy contracts that provide deep levels of affordability;
 - Ensure that all eligible residents who wish to return to the neighborhood have the opportunity to do so, and are offered support during their interim and/or permanent relocation;
 - Focus building height generally on Route 1 and ensure a variety of building height to ensure compatibility with the existing neighborhood;
 - Ensure that new development contributes to the neighborhood through enhanced streetscapes, public spaces, and building design;
 - Provide significant improvements to the streetscape on Route 1 and neighborhood streets;
 - Provide building and open space elements at the intersection of Franklin Street and Route 1 to emphasize this gateway entrance to the city.
- Enhance the Wilkes Street public park for greater use by neighbors of all ages and abilities;
 - Calm vehicle traffic and increase safety and accessibility for people walking and biking on Route 1 through streetscape, pedestrian and bike improvements, and elements that define the street;
 - Ensure that future development provides stormwater and sanitary sewer infrastructure that improves each site’s environmental sustainability;
 - Ensure that future school capacity takes into account potential new student generation resulting from development; and
 - Establish short, mid and long-term action items as part of the implementation of the Strategy.



This Strategy, focusing on a “core area” (Figure 1.1) encompassing The Heritage at Old Town and Olde Towne West III properties as well as commercial properties on Route 1 south of Gibbon Street, will amend the Southwest Quadrant Small Area Plan chapter of the City Master Plan. It provides a 15-year framework that will be implemented in phases. The recommendations of the Strategy were informed by a robust community engagement process that included a design charrette, multiple community meetings, property owner discussions, targeted outreach to residents, work sessions, pop-up open houses, and on-line participation. (Additional information about the community engagement process can be found in Appendix A.1). The community will continue to have opportunities to provide feedback as future private development and public improvements recommended by this Strategy are brought forward for review.

Note: Figures and percentages included in the Strategy are expressed in 2018 dollars/percentages unless otherwise specified.

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